

Education & Safety

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Version # _____

APP # 700365

A. Statement of Activity or Product

Tread Trainer

In 2009, Tread Lightly!, with the support of a grant from California State Parks OHV Recreation Division, initiated an effort to focus its Tread Trainer program on California. The objective of this endeavor is to not only spread the Tread Lightly! message of responsible recreation and increase awareness of outdoor ethics throughout the state, but to ultimately improve the behavior of California's OHV recreationists and minimize both the social and environmental impacts of OHV recreation.

From January to June 2010 Tread Lightly! will have trained more than 115 individuals in California. These Tread Trainers will in turn spread the message to thousands more. Since October of 2009 California's active trainers have reached more than 3,800 individuals and that number will continue to grow. Despite this broad reach, there are still many more individuals eager to be trained. The current course schedule will not meet the overwhelming demand for this education. Our goal for this grant cycle to increase both the number of trainers and their public outreach by at least 10 percent.

Tread Lightly! will provide a minimum of four 8-hour Tread Trainer courses and two 2-day Master Trainer courses again in the Bay and Los Angeles areas where there is still demand and also in geographic areas not represented this year. Tread Lightly! will continue our efforts to support trainers in their promotion of outdoor ethics by providing educational materials and resources and use of displays, toolkits, and Tread Lightly!'s mascot Lightfoot. Also available in 2010 will be an updated version of Tread Lightly!'s Online Awareness Course with the latest resources and information on outdoor ethics. Tread Lightly! will use the same marketing tactics that were successful this year including a press release, information on our website and social networking pages, promoting courses to our California contacts and through OHV-specific forums.

OHV Ethics Campaign

The Campaign: To complement these training efforts, Tread Lightly! will roll out a comprehensive public awareness campaign targeted to California OHV users, based on its celebrated Respected Access is Open Access movement. A survey of California's federal, state and local land managers will identify the most important impacts of OHV recreation. Messages will focus on motorized recreation issues such as traveling off trail, litter, and noise among others and feature 4-wheel drive vehicles, ATVs, dirt bikes, RUVs, sand rails, and snowmobiles. The primary objective of this campaign is to bring awareness of the impacts of irresponsible use and to promote and instill a social norm of responsibility.

Public Service Announcements: Tread Lightly! will create a minimum of six print PSAs to reach the OHV recreationist through media (OHV magazines, outdoor recreation magazines, local newspapers) and also where they recreate (trailhead kiosks, visitor centers, and possibly retail outlets). A radio PSA will also be created and distributed to radio stations in all California markets. Two of the print PSAs and the radio PSA will be translated to Spanish to reach this growing portion of the OHV demographic.

Signage: Ten full color graphic trail signs would be constructed according to signage regulations using three designs based on the PSAs. These "mini billboards" would be approximately four feet in width and feature a simple message and bold graphics to catch the attention of recreationists as they drive past. This medium would be especially ideal for 4WD drivers, as they often wouldn't get out of their vehicle to read a typical kiosk. To ensure extensive utilization of these messages on the ground, at least 50 posters and 20 aluminum signs would also be inexpensively developed to distribute where appropriate. Tread Lightly! will make these signs available to land managers through an application process. Additionally sign designs would be available upon request.

Evaluation: Evaluation would be a key component of this communications effort. Tread Lightly! is currently developing site specific assessment methodologies for the Respected Access Campaign as it relates to recreational shooting areas. These assessment methodologies can easily be adapted to OHV recreation sites. At least three sites would be chosen for evaluation—a managed area such as an SVRA, and two dispersed OHV recreation areas probably on Forest Service and

Bureau of Land Management lands. Land managers and Tread Trainers would be asked to volunteer in the data collection process. Evaluating these communication strategies is important in understanding how to best reach recreationists, how messaging is received by the recreationists, and ultimately how it affects attitudes and behaviors.

B. Relation of Proposed Project to OHV Recreation

We believe no other organization is better poised to reach OHV recreationists in California than Tread Lightly!. Since its inception, the Tread Lightly! ethic was designed to teach and promote responsible recreation to the OHV community. Developed by the Forest Service to address the increased use of OHVs on public lands in the mid 1980's, the program was transferred to the private sector in 1990. Tread Lightly! recently updated and signed a memorandum of understanding with the Forest Service, Bureau of Land Management, Army Corp of Engineers and the National Park Service with no expiration date. Federal agencies consider Tread Lightly! the signature message for outdoor ethics related to OHV recreation, and this MOU helps to cut through the red tape when working with those agencies.

In 2003, Tread Lightly! launched the Tread Trainer program as a grassroots initiative to teach OHV users, other recreationists and land managers about the ethic and provide the communication skills to promote it. The national program is funded through the Federal Highway Administration's Recreational Trails program as they have identified Tread Lightly! as a sole source service provider for outdoor ethics education related to OHV use.

While OHV owners utilize numerous types of vehicles, all have the common need of understanding ethics and land stewardship. The Tread Trainer program focuses its subject matter on the broad topics of responsible recreation and is not vehicle specific. Its message is designed to create awareness among all enthusiasts, such as ATV, motorcycle, 4x4, UTV, dune buggy and snowmobile users.

Tread Lightly! has adapted this program to California's specific issues and is presenting this training to those who want to champion the message of responsible recreation to those who are less knowledgeable and aware. Armed with communication strategies to speak with even the most resistant to the message, Tread Trainers will begin to transform the attitudes and behaviors of the uninformed and unmotivated.

The new public awareness campaign, Respected Access is Open Access, will supplement and enhance the work of the volunteer trainers by reaching millions of additional OHV recreationists through mass media and hundreds of thousands at recreation destinations. The evaluation of the campaign will provide Tread Lightly!, land managers and our media partners vital information on how to best use these types of campaigns to reach recreationists and influence behavior in a positive manner.

Tread Lightly! has had the consistent support of the nation's top corporations and organizations in the OHV industry. Part of the Tread Trainer program encourages both trainers and the public to participate and promote the ATV Safety Institute and Motorcycle Industry Council safety training. Additional partners of Tread Lightly! include the Federal Highway Administration, Source Interlink Media, Affinity Media, Kawasaki, Nissan, Polaris, Goodyear, Jeep, Toyota, Yamaha, Suzuki, and Land Rover. Tread Lightly! and these organizations have had long term relationships and recognize that education is a necessary component in the preservation of OHV opportunities. Tread Lightly! also has an extensive list of press contacts in California as well as web and print based media partners who help us promote the Tread Lightly! message and use our public awareness campaigns on their sites or in their publications.

With proper understanding and education, behaviors can change—which will minimize issues of conflict and environmental degradation—ensuring future OHV recreational opportunities and a healthy environment. Through education, outdoor ethics can become second nature. We believe the two programs outlined in this grant request are key to educating OHV riders in California.

C. Identification of Needs

California remains the top destination for OHV enthusiasts as both Californians and out-of-staters travel to places like the Rubicon Trail, Imperial Sand Dunes, and other destinations to enjoy off-highway vehicle recreation. Although there has been an annual drop in sales of powersports vehicles since 2006, the California DMV has seen steady OHV registrations during the same period with only a slight drop during 2009. According to statistics from the Motorcycle Industry Council,

ATVs averaged 418 trail miles in 2008, an increase of 48% over 2003. Off highway motorcycles' trail miles also increased by 27% to an average 430 miles during that same period. The majority of OHV enthusiasts also do their riding on weekends, which means more people on trails at the same time.

The recent Forest Service 2008 OHV Report conducted by the National Survey on Recreation and the Environment (NSRE) warns: "...Part of the concern about OHV recreation is its resulting negative impacts to our public lands. This concern should prompt a need for greater environmental education and outreach services concerning minimizing environmental impacts." Tread Lightly! plans to address this concern head-on through the two programs outlined in this application.

Conflicts between recreationists also continue to be a big management issue. In 2009, Tread Lightly! worked with a wide variety of recreation organizations (National Off-Highway Vehicle Conservation Council, Equestrian Land Conversation Council, International Mountain Bike Association, etc.) and land management agencies (California State Parks, Forest Service, etc.) to develop an education piece on trail sharing for mixed use trails. The piece was published this past summer and reinforces that education still plays a vital role in improving the behavior of all recreationists. The Tread Trainer course supports these educational pieces directly by implementing and teaching communication strategies to deal with recreational user conflicts.

The need for additional Tread Trainer courses is clear. We have nearly 30 individuals on the waitlist for courses in Los Angeles and Bay Areas and an additional 30 individuals who remain on our prospective trainer list. We have yet to provide courses in Northern California (Redding), Central Valley (Fresno/Bakersfield) and surrounding areas and possibly Barstow. We have also not tapped directly into the population of Boy Scout leaders throughout California. This summer the Boy Scouts will be piloting several ATV programs and, if successful, it will be important to reach this group with the Tread Lightly! message.

It is imperative the Tread Lightly! ethics message reach the OHV community through other avenues as well. Print, radio, and other media are essential components in raising the awareness of outdoor ethics and responsible recreation. It is also important that messages reach a growing segment of uninformed OHV recreationists: Hispanics and younger males. The NSRE report states: "At present, very little of these outreach services or related literature are produced in bi-lingual languages (i.e., English and Spanish) or are aimed at our younger generations... Yet, these newer generations of OHV participants may turn out to be the most importance segments to reach."

Tread Lightly! has always successfully used public service announcements (PSAs) to reach the public, and the new Respected Access Campaign has a primary audience of 16 to 35 year old males. As recently as 2007, California State Parks OHV Division requested students in an advertising class at California State University, Sacramento to develop advertising plans to reach this same demographic of OHV recreationists.

The Respected Access is Open Access campaign has already developed a marketing plan, has its own website to support the program, and has been incorporated into Tread Lightly!'s education materials. The campaign currently has one PSA directed toward the OHV community, one designed for all outdoor recreationists and six directed toward the shooting sports community. Tread Lightly! is poised to create a comprehensive segment of this campaign strategically designed to reach young OHV-riding males (including Spanish-speakers) through a series of bi-lingual print PSAs, radio PSAs, signs and posters.

D. Location of Training Services

The training services and public awareness campaign will work hand in hand to reach as many Californians as possible. Both programs are designed to reach a statewide audience and promote responsible recreation to a broad demographic including the Hispanic population.

Tread Lightly! will determine training locations based on two criteria: areas where we did not meet demand and new locations not serviced during the 2008-09 grant cycle. Currently both the Bay Area and Los Angeles areas have waiting lists for scheduled courses, and areas such as Redding, Barstow and the Central Valley among others are still in need of active Tread Trainers.

In addition, this project is not limited to the Tread Trainer training classes but will also provide Awareness courses upon request. When needed and subject to available funding, Tread Lightly! will provide statewide support of volunteer trainers at events and Awareness courses. The design of the Tread Trainer program is to nurture the dissemination of outdoor ethics. The program is based on the concept of "from one to many." As Tread Lightly! grows the number of trainers and regions where they reside there is high probability that trainers will be able to provide courses and promotions statewide.

The Respected Access is Open Access public awareness campaign is designed to reach as many people as possible through a variety of avenues. For instance, the placement of mini billboards, signs and posters will be based on specific selection criteria including, but not limited to, traffic volume on trails or trailheads, extent of environmental impacts at a site, and support from land manager to monitor signage and provide feedback to Tread Lightly!. Tread Lightly! will also take into account the range of geographic areas covered. The goal is to pick sites with a high volume of OHV recreationists that will optimize the reach of the campaign statewide.

The use of mass media to promote and disperse the campaign is a critical component of success. For ten years Tread Lightly! has used public service announcements to spread the message of responsible recreation and now reaches nearly 30 million people a year and receives more than \$1 million in donated ad space. The same tactics and tools used nationally will be employed in California to optimize placement of PSAs. Tread Lightly! will also promote the campaign through social media sites such as Twitter and Facebook.

E. OHV Safety, Environmental Responsibility, and Respect Private Property

Training

The Tread Trainer program was designed to instill environmental responsibility and respect for private and public land into the OHV community. It also touches on some aspects of OHV safety. Tread Lightly! provides three distinct courses to train trainers and/or teach the Tread Lightly! principles to the general public. The five core principles of Tread Lightly! are:

1. Travel Responsibly
2. Respect the Rights of Others
3. Educate Yourself
4. Avoid Sensitive Areas
5. Do Your Part

Course descriptions are provided below.

- Master Tread Trainer Course

Tread Lightly!'s Master Tread Trainer course is a two-day course designed to provide an in-depth look at outdoor ethics focusing on motorized and mechanized recreation. Master Tread Trainers are provided the tools to facilitate a variety of learning opportunities including training Tread Trainers through an eight-hour course. Participants will work with Tread Lightly! staff on understanding the role outdoor ethics play in the recreation community, learn the Tread Lightly! principles of responsible recreation, and develop an action plan for outreach in their community.

The key to a successful workshop is to have participants that are familiar with Tread Lightly! involved in community outreach, recreational training programs, or natural resource management and are interested in developing a high awareness and competency in outdoor ethics. Participants should have some background in outdoor education or presentation skills and be well grounded in the Tread Lightly! principles. The Master Trainer course is an intensive two-day workshop that requires participants to complete pre-course assignments, develop and present assigned components of the Tread Trainer course and actively participate throughout the course.

- Tread Trainer Course

Tread Lightly!'s Tread Trainer course is an eight hour class designed to provide a "crash course" on outdoor ethics focusing on motorized and mechanized recreation. Participation in the course qualifies individuals to present the message of responsible recreation and respect for the environment to others in their state or region. Participants will work with Master

Trainers or Tread Lightly! staff on understanding the role outdoor ethics play in the recreation community, learn the principles of responsible recreation, and be provided with the tools to conduct workshops and coordinate community outreach. The course centered on land based OHV recreation focuses on the Tread Lightly! principles designed to minimize impacts on roads, trails and the wildlands they access. The course discusses different communication strategies to spread the message in situations including one-on-one trail meetings, large-scale presentations and promotions at events.

- Tread Lightly! Awareness Course

The Tread Lightly! Awareness Course ranges anywhere from one to several hours and is designed to meet the needs of a specific audience or address specific issue related to outdoor ethics and recreation. Both Master Trainers and Tread Trainers are equipped with the skills to provide this programming. Courses range from an ethics component in an OHV safety course, to school programs and presentations to clubs and organizations.

- Tread Lightly! Promotions

Typically a Tread Lightly! promotion employs a booth or display at a variety of events from OHV rallies and rides, to expos or conferences. Trainers provide information on Tread Lightly! and issues facing recreation where good responsible decision making is necessary.

Public Awareness Campaign

Tread Lightly! has designed and is developing a multi-dimensional education and outreach campaign. The campaign is built around a central slogan, "Respected Access is Open Access." The message is simple – responsible behavior leads to continued access. The campaign slogan is fashioned to motivate responsible behaviors among outdoor enthusiasts, as well as help them understand the consequences of irresponsible behaviors, such as access closure. Tread Lightly! is seeking to expand this campaign to address OHV recreation behaviors on public and private land, including, but not limited to, straying from the trail, littering, and visitor conflict.

Strategic marketing and communications efforts are crucial in moving a general education message like "Respected Access is Open Access" into a full-fledged systematic and planned persuasive communications effort targeting explicit behaviors. A comprehensive range of signage, posters, print public service announcements, and radio public service announcements will be created as a result of this grant. This will supplement other existing elements of the campaign including brochures, website and a 30-minute interactive Online Awareness Course.

Integration of the Respected Access campaign into existing education programs, services and materials by key stakeholders is vital to the overall success of the campaign. Tread Lightly! will work hand-in-hand with land managers to determine the issues most affecting California OHV areas to help advance OHV safety, environmental responsibility, and respect for private property.

Additional Documentation

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1 Optional Project-Specific Application Documents

Attachments:

[PSA Example](#)

[PSA We all have a place](#)

2 Optional Project-specific Maps

Project Cost Estimate

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APPLICANT NAME :	Tread Lightly!, Inc.		
PROJECT TITLE :	Education & Safety	PROJECT NUMBER (Division use only) :	G09-04-26-S01
PROJECT TYPE :	<input type="checkbox"/> Acquisition <input type="checkbox"/> Development <input checked="" type="checkbox"/> Education & Safety <input type="checkbox"/> Ground Operations <input type="checkbox"/> Law Enforcement <input type="checkbox"/> Planning <input type="checkbox"/> Restoration		
PROJECT DESCRIPTION :	<p>Tread Trainer In 2009, Tread Lightly!, with the support of a grant from California State Parks OHV Recreation Division, initiated an effort to focus its Tread Trainer program on California. The objective of this endeavor is to not only spread the Tread Lightly! message of responsible recreation and increase awareness of outdoor ethics throughout the state, but to ultimately improve the behavior of California's OHV recreationists and minimize both the social and environmental impacts of OHV recreation.</p> <p>From January to June 2010 Tread Lightly! will have trained more than 115 individuals in California. These Tread Trainers will in turn spread the message to thousands more. Since October of 2009 California's active trainers have reached more than 3,800 individuals and that number will continue to grow. Despite this broad reach, there are still many more individuals eager to be trained. The current course schedule will not meet the overwhelming demand for this education. Our goal for this grant cycle to increase both the number of trainers and their public outreach by at least 10 percent.</p> <p>Tread Lightly! will provide a minimum of four 8-hour Tread Trainer courses and two 2-day Master Trainer courses again in the Bay and Los Angeles areas where there is still demand and also in geographic areas not represented this year. Tread Lightly! will continue our efforts to support trainers in their promotion of outdoor ethics by providing educational materials and resources and use of displays, toolkits, and Tread Lightly!'s mascot Lightfoot. Also available in 2010 will be an updated version of Tread Lightly!'s Online Awareness Course with the latest resources and information on outdoor ethics. Tread Lightly! will use the same marketing tactics that were successful this year including a press release, information on our website and social networking pages, promoting courses to our California contacts and through OHV-specific forums.</p> <p>OHV Ethics Campaign The Campaign: To complement these training efforts, Tread Lightly! will roll out a comprehensive public awareness campaign targeted to California OHV users, based on its celebrated Respected Access is Open Access movement. A survey of California's federal, state and local land managers will identify the most important impacts of OHV recreation. Messages will focus on motorized recreation issues such as traveling off trail, litter, and noise among others and feature 4-wheel drive vehicles, ATVs, dirt bikes, RUVs, sand rails, and snowmobiles. The primary objective of this campaign is to bring awareness of the impacts of irresponsible use and to promote and instill a social norm of responsibility.</p> <p>Public Service Announcements: Tread Lightly! will create a minimum of six print PSAs to reach the OHV recreationist through media (OHV magazines, outdoor recreation magazines, local newspapers) and also where they recreate (trailhead kiosks, visitor centers, and possibly retail outlets). A radio PSA will also be created and distributed to radio stations in all California markets. Two of the print PSAs and the radio PSA will be translated to Spanish to reach this growing portion of the OHV demographic.</p> <p>Signage: Ten full color graphic trail signs would be constructed according to signage regulations using three designs based on the PSAs. These "mini</p>		

Project Cost Estimate for Grants and Cooperative Agreements Program - 2009/2010
 Agency: Tread Lightly!, Inc.
 Application: Education & Safety

5/11/2010

	<p>billboards" would be approximately four feet in width and feature a simple message and bold graphics to catch the attention of recreationists as they drive past. This medium would be especially ideal for 4WD drivers, as they often wouldn't get out of their vehicle to read a typical kiosk. To ensure extensive utilization of these messages on the ground, at least 50 posters and 20 aluminum signs would also be inexpensively developed to distribute where appropriate. Tread Lightly! will make these signs available to land managers through an application process. Additionally sign designs would be available upon request.</p> <p>Evaluation: Evaluation would be a key component of this communications effort. Tread Lightly! is currently developing site specific assessment methodologies for the Respected Access Campaign as it relates to recreational shooting areas. These assessment methodologies can easily be adapted to OHV recreation sites. At least three sites would be chosen for evaluation—a managed area such as an SVRA, and two dispersed OHV recreation areas probably on Forest Service and Bureau of Land Management lands. Land managers and Tread Trainers would be asked to volunteer in the data collection process. Evaluating these communication strategies is important in understanding how to best reach recreationists, how messaging is received by the recreationists, and ultimately how it affects attitudes and behaviors.</p>
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	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
DIRECT EXPENSES							
Program Expenses							
1	Staff						
	Other-Program Manager Notes : Tread Lightly! will utilize existing staff for program management.	352.000	50.000	HRS	4,500.00	13,100.00	17,600.00
	Other-Education and Training Manager Notes : Tread Lightly! also actively updates program materials and grows resources to meet the needs of its volunteer trainers. One staff member will always be present at all workshops provided through Tread Lightly!. This service will be performed by existing staff and resources.	250.000	50.000	HRS	9,000.00	3,500.00	12,500.00
	Other-Marketing and Public Relations Notes : Facilitate all public relations efforts related to grant and development of OHV public awareness campaign.	140.000	75.000	HRS	4,500.00	6,000.00	10,500.00
	Total for Staff				18,000.00	22,600.00	40,600.00
2	Contracts						
	Other-Facilitator Master Trainer Course Notes : Tread Lightly! anticipates two Master Trainer classes	2.000	1500.000	EA	3,000.00	0.00	3,000.00

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Line Item	Qty	Rate	UOM	Grant Request	Match	Total
throughout California. Each course requires one contract facilitator for two days. Compensation is based upon \$1500 per class.						
Other-Facilitator Tread Trainer Course (Notes : Tread Lightly! anticipates four Tread Trainer classes throughout California, each class requires one contract facilitator for one day. Compensation is based upon \$1000 per class.	4.000	1000.000	EA	4,000.00	0.00	4,000.00
Other-Web Site Maintenance Notes : Tread Lightly! utilizes its website to promote the Tread Trainer courses, as a gateway for registration and to provide resources to trainers. A web development company is contracted with to host and maintain the site as well as provide technical assistance. Tread Lightly! also contracts with several web based software programs for course registration and email communication.	20.000	100.000	HRS	0.00	2,000.00	2,000.00
Other-PSA Design Notes : Includes concepts designs and photography from ad agency	6.000	1050.000	EA	6,300.00	0.00	6,300.00
Other-Mini Billboard Design Notes : Redesign of PSAs for mini billboards	3.000	300.000	EA	900.00	0.00	900.00
Other-Radio PSA Notes : Script, Voice talent, recording and royalty rights	1.000	900.000	EA	900.00	0.00	900.00
Other-Radio PSA Spanish Notes : Includes translation and recording	1.000	600.000	EA	600.00	0.00	600.00
Other-Print PSA Spanish Notes : Translation of two print PSAs into spanish	2.000	100.000	EA	200.00	0.00	200.00
Other-Evaluation Design and Analysis Notes : Tread Lightly! is working with Appalachian State University Professor Melissa Weddell, PhD. Recreation Resource	1.000	10000.000	EA	10,000.00	0.00	10,000.00

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	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
	Management to develop methodologies and provide data analysis to study the affects of public awareness programs such as Respected Access Campaign on behavior change. Although the primary methodologies will already be develop for similar research at shooting ranges, Dr. Weddell will need to make modifications for similar research at OHV sites. The funds requested will cover only some of the costs of the evaluation.						
	Other-PSA Monitoring and Tracking Notes : Monthly service to moniter placements of PSA and editorial coverage.	12.000	400.000	EA	2,000.00	2,800.00	4,800.00
	Total for Contracts				27,900.00	4,800.00	32,700.00
3	Materials / Supplies						
	Other-Course Curriculum Manuals	160.000	30.000	EA	4,800.00	0.00	4,800.00
	Other-Course Support Materials Notes : Tread Lightly! provides other materials such as DVD's PowerPoint presentations and educational hangtags to trainers. Some of the funding from for these will be provided by Tread Lightly! through a course registration fee of \$25 and/or from Tread Lightly!'s grant funds Federal Highway Administration which provides scholarships for courses.	160.000	30.000	EA	1,000.00	3,800.00	4,800.00
	Brochures Notes : Tread Lightly! tips for Responsible Recreation series includes tips on Four Wheeling, ATVs, UTVs, Dirt Bikes, Sand Duning, Hunting with OHVs, and Snowmobiles.	15000.00 0	0.250	EA	0.00	3,750.00	3,750.00
	Other-Guidebooks Notes : Tread Lightly! Guidebook series provides detailed information on minimum impact Four Wheeling, ATV, Dirt Bike, Sand Duning, and Snowmobiling	2500.000	0.500	EA	0.00	1,250.00	1,250.00

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	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
	Other-Activity/Coloring Books Notes : Tread Lightly!'s activity/coloring books provide youth important information on responsible OHV recreation.	750.000	0.600	EA	450.00	0.00	450.00
	Other-Presentations Materials Notes : Tread Lightly is budgeting \$1000 for miscellaneous equipment associated with class room presentations.	1.000	1000.000	EA	0.00	1,000.00	1,000.00
	Signs Notes : "mini billboards" including 4-ft wide signs printed, exhibit bases and posts and shipping cost from manufacturer	10.000	300.000	EA	3,000.00	0.00	3,000.00
	Signs Notes : 1 ft wide aluminum trail signs which with simple messages to remind people to drive and recreate responsibly.	20.000	25.000	EA	500.00	0.00	500.00
	Other-Posters Notes : Poster versions of the mini billboards created for various California OHV locations.	50.000	15.000	EA	750.00	0.00	750.00
	Total for Materials / Supplies				10,500.00	9,800.00	20,300.00
4	Equipment Use Expenses						
5	Equipment Purchases						
6	Others						
	Other-Travel Notes : Tread Lightly! is budgeting \$750 per trainer per class. We anticipate 6 classes with 2 trainers each. Budget increased based on current grant expenditures	12.000	750.000	EA	9,000.00	0.00	9,000.00
	Other-Shipping Notes : Tread Lightly! is budgeting for multiple shipments of materials throughout the state to supply Trainers and Students with materials. It also includes cost to ship PSA disks, posters and other items related to the public awareness campaign.	40.000	100.000	EA	4,000.00	0.00	4,000.00

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	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
	Other-Facility Cost Notes : Tread Lightly! will use adequate training facilities throughout California. Budget decreased based on current year expenditures.	8.000	625.000	DAY	5,000.00	0.00	5,000.00
	Total for Others				18,000.00	0.00	18,000.00
7	Indirect Costs						
	Indirect Costs-Administrative Costs	1.000	7000.000	EA	7,000.00	0.00	7,000.00
	Total Program Expenses				81,400.00	37,200.00	118,600.00
	TOTAL DIRECT EXPENSES				81,400.00	37,200.00	118,600.00
	TOTAL EXPENDITURES				81,400.00	37,200.00	118,600.00

Project Cost Summary for Grants and Cooperative Agreements Program - 2009/2010
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	Line Item	Grant Request	Match	Total	Narrative
DIRECT EXPENSES					
Program Expenses					
1	Staff	18,000.00	22,600.00	40,600.00	Tread Lightly! will cover the majority of program management costs related to the programs outlined in the grant. This will include managing course registrations, pre and post course communications as well as overall management of the the public awareness campgain and the management of the evaluation program. The grant will cover the majority of the cost of the Education and Trainming manger specficically time spent out of the office traveling to course sites and facilitating courses. Management of marketing efforts related to programs include press releases, contacting media and land managers about the public awareness campaign and facilitation of PSA designs and will be covered both by the grant and matching funds.
2	Contracts	27,900.00	4,800.00	32,700.00	Tread Lightly! considered utilizing staff for the California Tread Trainer program but after a cost analysis, it was decided that utilizing contractors would be more cost effective. Tread Lightly! will also retain the services of Out of Bounds Creative to design and develop the Respect Access campaign as it relates to OHV use. Out of Bounds Creative designed the initial components of the Respected Access campaign.
3	Materials / Supplies	10,500.00	9,800.00	20,300.00	All supplies related to the Tread Trainer program and are listed at cost. All signs and posters prices

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					were research to determine the best estimate of cost.
4	Equipment Use Expenses	0.00	0.00	0.00	
5	Equipment Purchases	0.00	0.00	0.00	
6	Others	18,000.00	0.00	18,000.00	
7	Indirect Costs	7,000.00	0.00	7,000.00	
Total Program Expenses		81,400.00	37,200.00	118,600.00	
TOTAL DIRECT EXPENSES		81,400.00	37,200.00	118,600.00	
TOTAL EXPENDITURES		81,400.00	37,200.00	118,600.00	

Environmental Review Data Sheet (ERDS)

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ITEM 1 and ITEM 2

ITEM 1

- a. ITEM 1 - Has a CEQA Notice of Determination (NOD) been filed for the Project? ☐ Yes ☒ No
(Please select Yes or No)

ITEM 2

- b. Does the proposed Project include a request for funding for CEQA and/or NEPA document preparation prior to implementing the remaining Project Deliverables (i.e., is it a two-phased Project pursuant to Section 4970.06.1(b)) (Please select Yes or No) ☐ Yes ☒ No

ITEM 3 - Project under CEQA Guidelines Section 15378

- c. ITEM 3 - Are the proposed activities a "Project" under CEQA Guidelines Section 15378? ☐ Yes ☒ No
(Please select Yes or No)
- d. The Application is requesting funds solely for personnel and support to enforce OHV laws and ensure public safety. These activities would not cause any physical impacts on the environment and are thus not a "Project" under CEQA. (Please select Yes or No) ☐ Yes ☒ No
- e. Other. Explain why proposed activities would not cause any physical impacts on the environment and are thus not a "Project" under CEQA. DO NOT complete ITEMS 4 – 10
Tread Lightly! will provide Tread Trainer courses which are held in a classroom and develop signs to be used in visitor centers and kiosk.

ITEM 4 - Impact of this Project on Wetlands

ITEM 5 - Cumulative Impacts of this Project

ITEM 6 - Soil Impacts

ITEM 7 - Damage to Scenic Resources

ITEM 8 - Hazardous Materials

Is the proposed Project Area located on a site included on any list compiled pursuant to Section 65962.5 of the California Government Code (hazardous materials)? (Please select Yes or No) ☐ Yes ☒ No

If YES, describe the location of the hazard relative to the Project site, the level of hazard and the measures to be taken to minimize or avoid the hazards.

ITEM 9 - Potential for Adverse Impacts to Historical or Cultural Resources

Would the proposed Project have potential for any substantial adverse impacts to historical or cultural resources? (Please select Yes or No) ☐ Yes ☒ No

Discuss the potential for the proposed Project to have any substantial adverse impacts to historical or cultural resources.

ITEM 10 - Indirect Significant Impacts

CEQA/NEPA Attachment

Evaluation Criteria

FOR OFFICE USE ONLY:

Version # _____

APP # 700365

1. Evaluation Criteria - Q 1.

The Applicant is applying for the following type of Project: (Check the one most appropriate.) (Please select one from list)

- ☒ Education – Applicants shall only respond to items 1, 2, 4, 5, 6, 7, 8, 9, 10 and 11
☐ Safety – Applicants shall only respond to items 1, 2, 4, 5, 6, 12, 13, 14, and 15

1. As calculated on the Project Cost Estimate, the percentage of the cost of the Project covered by the Applicant is 3

(Note: This field will auto-populate once the Cost Estimate and Evaluation Criteria are Validated.) (Please select one from list)

- ☐ 76% or more (10 points) ☐ 51% - 75% (5 points)
☒ 26% - 50% (3 points) ☐ 25% (Match minimum) (No points)

2. Evaluation Criteria - Q 2.

2. For Applicant's OHV Grant Projects which reached the end of the Project performance period within the last two years, the percentage of all deliverables accomplished 3

(Check the one most appropriate) (Please select one from list)

- ☐ 100% of Deliverable accomplished (5 points)
☒ 75% to 99% of Deliverables accomplished (3 points)
☐ Less than 75% of Deliverables accomplished (No points)
☐ First time Applicants and past Applicants with no active Grant projects within the last two years (2 points)

3. Evaluation Criteria - Q 3. (FOR DIVISION USE ONLY)

3. Previous Year Performance

(FOR DIVISION USE ONLY) (Check the one most appropriate) (Please select one from list)

- ☐ In the previous year the Applicant has been responsive and communicated effectively with the assigned OHMVR Grant Administrator by phone, email or personal visit (3 points)
☐ First time Applicants and past Applicants with no active Grant projects within the last two years (2 points)
☐ In the previous year the Applicant has not been responsive (No points)

4. Evaluation Criteria - Q 4.

4. The Project will utilize partnerships to successfully accomplish the Project. The number of partner organizations that will participate in the Project are 4

(Check the one most appropriate.) (Please select one from list)

- ☒ 4 or more (4 points) ☐ 2 to 3 (2 points)
☐ 1 (1 point) ☐ None (No points)

List partner organization(s)

San Bernadino National Forest Association, Sequoia National Forest (Hume Lake Ranger District) Los Padres National Forest (Mt. Pinos Ranger District) Bureau of Land Managment (Needles and Barstow Field Offices) These are all offices were we have active volunteers. We also work directly with the National Stewardship Coordinator BLM Division of Recreation and Visitor Services and the Outdoor Ethics Program Manager from the Washington Office of the National Forest Service.
Affinity Media, Source Interlink Media, Federal Highway Administration (Recreational Trails Program), Yamaha

5. Evaluation Criteria - Q 5.

5. The Project addresses the following types of OHV Recreation 6

(Check all that apply.) Scoring: 1 point each (Please select applicable values)

- | | |
|--|--|
| <input checked="" type="checkbox"/> ATV | <input checked="" type="checkbox"/> 4X4 |
| <input checked="" type="checkbox"/> M.C. | <input checked="" type="checkbox"/> Recreation Utility Vehicle (RUV) |
| <input checked="" type="checkbox"/> Snowmobile | <input checked="" type="checkbox"/> Dune buggy, rail |
| <input type="checkbox"/> Other (Specify) | |

6. Evaluation Criteria - Q 6.

6. The Project was developed with public input employing the following 2

(Check all that apply) Scoring: 1 point each, up to a maximum of 2 points (Please select applicable values)

- ☐ Publicly noticed meeting(s) with the general public to discuss Project (1 point)
☒ Conference call(s) with interested parties (1 point)
☒ Meeting(s) with stakeholders (1 point)

Explain each statement that was checked

In developing any training and education program Tread Lightly! relies on both our education and communication committees as well as education professionals and OHV stakeholders. The our training and public awareness programs are developed with input from the OHV community, our Federal Partners (USFS, BLM, NPS and USACE), education professionals and Tread Lightly's Board of Directors. This included phone calls, feedback responces through email and research.

7. Evaluation Criteria - Q 7. (Education Project ONLY)

7. The Project incorporates the following, clearly identifiable and/or measurable, elements 10

(Check all that apply) (Please select applicable values)

- ☒ Process of researching issues and audience (2 points)
☒ Objectives (2 points)
☒ Testing process to ensure actions are effective (2 points)
☒ Plan to implement the Project (2 points)
☒ Evaluation and feedback of the process (2 points)

Explain each statement that was checked

1. The Tread Trainer program was developed based on a needs assessment which surveyed land managers and OHV stakeholders. The Respected Access campaign was developed based on research by Responsive Management and land managers will be surveyed to determine which issues are most important to address in the OHV community.
2. Tread Lightly!'s initial objective is: To improve the behavior of OHV recreationists to ultimately reduce environmental damage and social conflicts.
5. Training courses and curriculum has been tested and modified based on feedback of participants and facilitators. The PSAs will be vetted by OHV stakeholders.
4. Tread Lightly! has a campaign plan that includes marketing, research and evaluation and the Tread Trainer program has plans in place for registration, workshops, and volunteer retention.
3. Each Tread Trainer course is evaluated by participants and the public awareness campaign will be evaluated through scientific methodologies by social scientists.

8. Evaluation Criteria - Q 8. (Education Project ONLY)

8. Total number of times individuals are exposed to the message 4

(Check the one most appropriate.) (Please select one from list)

- | | |
|---|--|
| <input checked="" type="radio"/> Greater than 10,000 (4 points) | <input type="radio"/> 1,000 to 10,000 (3 points) |
| <input type="radio"/> 100 to 1,000 (2 points) | <input type="radio"/> 20 to 100 (1 point) |
| <input type="radio"/> 0 to 20 (No points) | |

Explain checked statement:

With Tread Lightly!'s proven track record in promoting our public awareness campaigns and tracking procedures in place, we will document significantly more than 10,000 impressions with our PSAs alone. California's Trainers have already reached more than 3,800 individuals through promotions and presentations during the current grant cycle and are on track to reach more the 10,000 individuals as well.

9. Evaluation Criteria - Q 9. (Education Project ONLY)

9. Total time a participant will have exposure to the Project's message or training 4

(Check the one item of highest point value that applies.) (Please select one from list)

- ☒ Greater than 2 hours (4 points)
- ☐ 1 hour to 2 hours (3 points)
- ☐ 5 minutes to less than 1 hour (2 points)
- ☐ 1 minute to less than 5 minutes (A Project for maps will fall under this category) (1 point)
- ☐ Less than 1 minute (No points)

10. Evaluation Criteria - Q 10. (Education Project ONLY)

10. The Project will utilize the following methods of education 14

(Check all that apply) Scoring: 2 point each up to a maximum of 14 points (Please select applicable values)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Hands on training | <input type="checkbox"/> Tool kits |
| <input checked="" type="checkbox"/> Handouts | <input checked="" type="checkbox"/> Events |
| <input checked="" type="checkbox"/> Internet messaging/CDs | <input checked="" type="checkbox"/> Signage |
| <input checked="" type="checkbox"/> Advertising | <input checked="" type="checkbox"/> Radio/TV |
| <input checked="" type="checkbox"/> Community involvement | <input type="checkbox"/> Other (Specify) |
| <input checked="" type="checkbox"/> Public relations/media | |

Explain each statement that was checked

- 1) Tread Trainer courses provide hands on training
- 2) Tread Lightly! provides brochures and guidebooks to land managers, Tread Trainers and members to use as needed.
- 3) Tread Lightly! has two websites and is actively involved in social media websites as well as providing educational web banners and an online course
- 4) Tread Lightly! will use print PSAs in magazines and newspapers
- 5) Trainers reach recreationists through clubs, events and on the trail
- 6) Project will be promoted through social media outlets and at least two press releases
- 6) Trainers attend events and actively promote Tread Lightly!
- 7) This program will develop and provide signage to land managers
- 8) This program will develop a radio PSA in English and Spanish

11. Evaluation Criteria - Q 11. (Education Project ONLY)

11. The Project provides direct support for delivery of ATV Safety Institute and/or Motorcycle Safety Foundation training 0

(Check the one most appropriate.) (Please select one from list)

☒ No (No points)

☐ Yes (2 points)

Explain 'Yes' response

12. Evaluation Criteria - Q 12. & 13. (Safety Project ONLY)

12. The Project will utilize personnel trained to the following level

(Check the one most appropriate.) (Please select one from list)

☐ Emergency Medical Technician level, or higher (5 points)

☐ First Responder level (2 points)

☐ First Aid and CPR (1 points)

☐ No training (No points)

13. The Project will provide search and rescue as follows

(Check the one most appropriate) (Please select one from list)

☐ 24 hours, 7 days per week (5 points)

☐ Less than 24 hours, 7 days per week (4 points)

☐ Less than 24 hours, less than 7 days per week (2 points)

☐ On special occasions/events only (No points)

13. Evaluation Criteria - Q 14. (Safety Project ONLY)

14. The Project will have the majority of personnel trained in the following areas

(Check all that apply) Scoring: 2 points each up to a maximum of 16 points (Please select applicable values)

☐ Radio communication

☐ Tracking skills

☐ Avalanche rescue

☐ Navigation training

☐ Swift water rescue

☐ ATV certification

☐ Dog handling

☐ Motorcycle certification

☐ Rope skills

☐ 4 x 4/Off-Road training

☐ Wilderness search and rescue

☐ Other (Specify)

14. Evaluation Criteria - Q 15. (Safety Project ONLY)

15. The Project will have resources that are equipped and trained for rescue in the following environmental conditions*

(Check all that apply) (Please select applicable values)

- ☐ Type 1 – Extreme Condition (including but not limited to): Altitude (generally 7000 feet+) or Snow, Ice, Desert, Heat, Heavy ground cover, Steep difficult terrain. (2 points)
- ☐ Type 2 – Rugged Terrain. Rugged conditions, Altitude (generally under 7000 feet), Heat, Cold concerns, Moderate to heavy ground cover. (2 points)
- ☐ Type 3 – Moderate/Gentle Terrain. Gently rolling terrain, Open spaces, Maintained trailheads, and Agricultural areas. (2 points)
- ☐ Type 4 – Urban. High traffic, Urban office complexes, man-made surfaces, Public interaction and Park trails. (2 points)

*** From the Governor's Office of Emergency Services – Mutual Aid Guidelines, Search and Rescue, Off-Highway Vehicles**